PLAYER'S NAVY CUT
PROGRAM SUMMARY

THEME
"Player's Night's"

LOCATIONS

- East Village, New York
- Dolores Heights, CA

TIMEFRAME

- January 15 – April 30, 1994

PROGRAM ELEMENTS

Produce Player's Nights at clubs, bars, cafés and lounges that will attract socially progressive consumers.

Player's Nights will include the following:

Player's sponsorship of one of the following to fit the needs of the club:

- solo musicians
- bands
- story teller or poetry reader
- poetry slamming
- fortune teller
- palm reader
- tarot card reader

(selection of entertainment will depend on club environment, management preference and periodic rotation.)

Surveying – conducted by two on-site GMR representatives during the themed promotions only. A table will be set up in a discreet locaion where consumers may complete surveysand redeem for incentives.

Other promotional incentive elements will be incorporated on a rotational basis:

- post card jackets
- jigsaw puzzle
- playing cards
- t-shirts
- lighters

The following bar materials will be provided:

- coasters
- napkins
- ashtrays
- door stickers

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